



Russell Country

FY09 Marketing Plan

July 1, 2008 through June 30, 2009

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1. Purpose

This marketing plan is a guide for Russell Country Tourism Region's advertising and promotional efforts. FY09 marketing efforts will continue to position Russell Country as a vacation destination by creating and maintaining awareness of the region. Our ultimate goal is to bring visitors to north central Montana.

The plan has been developed based on past experience in advertising and promotion by Russell Country and Travel Montana. It also incorporates guidance from Montana's 2008-2012 Five Year Strategic Plan, information available from the Institute for Tourism & Recreation Research and philosophy from Montana's Tourism Charter. Our FY09 plan will continue many of the successful projects done in FY08.

2. Identity of the Area

Russell Country is a unique Montana tourism region comprised of thirteen counties in north central Montana. The region offers travelers a wide variety of attractions, events and activities which appeal to a wide demographic segment, as well as diverse psychographic profiles. By using these data profiles that study and measure attitudes, values and lifestyles, we are better able to target our marketing to niches such as geotourists.

The Russell Country board defines the identity of Russell Country as follows:

Russell Country Montana offers visitors a remarkable experience of Montana's history, culture, clear skies and clean water, wildlife, outdoor recreation and adventure. From wide-open spaces to mountain ranges and the Missouri River and its tributaries, culturally rich towns and cities in Russell Country brush with the old west and ancient peoples. Visitors can see the landscapes and absorb the sense of place that inspired renowned western artist Charlie Russell, and walk in the footsteps of Lewis & Clark, all within reach of comfort and hospitality.

Strengths and Weaknesses of the Russell Country Region

The strengths that distinguish Russell Country include -

- Historical and cultural sites and interpretation - home of numerous Lewis & Clark and Native American attractions and memorials, Charlie Russell, old forts and fur trade history, and National Park Service's Bear Paw Battlefield
- Scenic byways and back country byways
- Hands of Harvest arts and culture trails
- Upper Missouri River Breaks National Monument and Wild & Scenic Missouri River
- Outdoor adventure and recreation such as camping, hiking, wildlife watching, boating, fishing, hunting, skiing, and snowmobiling. Many activities offer a feeling of open spaces yet they are still close to our communities' amenities.
- Excellent variety of fish and wildlife
- Magnitude of birding opportunities highlighted in a Russell Country birding brochure
- Spectacular geology and paleontology with 6 sites on the Montana Dinosaur Trail
- Grand and diverse scenery that typifies the "Big Sky"
- Authentic Montana lifestyle - farms and ranches, guest ranches, Native American cultures, main-street Montana, friendly people
- Easily accessible open spaces for scenic touring and wildlife viewing
- Its central location in the Glacier-to-Yellowstone National Parks corridor
- Close proximity to Canada, a 24-hour port of entry and a strong Canadian dollar
- Unique events such as What the Hay, C. M. Russell Art Auction, Chokecherry Fest
- Two Amtrak stops in the northern part of the region
- A large, central retail hub and international airport in Great Falls surrounded by cooperating communities offering diverse visitor-related activities and events
- Our strong partnerships with chambers and other promotional groups in the region

Weaknesses and critical issues facing the tourism region -

- The challenge of "appreciation and recognition of the Russell name and identity" for travelers from outside the region who do not know about Charlie Russell
- A need to develop more year-round visitor attractions and more activities in the shoulder seasons to enhance our vacation product
- The need to more closely target the Russell Country visitor, identifying and marketing to visitors that have the greatest propensity for vacationing in the region
- To continue to reach returning visitors, keeping Russell Country on their minds, while simultaneously developing new market segments
- The lack of a winter destination resort and, in some years, the lack of winter
- The need to effectively promote in Canada despite a fluctuating exchange rate and confusion over passport issues
- Transportation limitations such as no public bus service to some locations and the cost of fuel
- Airline capacity loss, loss of Big Sky Airlines and cost of airfare
- Small marketing budget combined with increasing media costs.

3. FY09 Goals

Russell Country's FY09 goals build on groundwork that has been laid out for the past several years. They are:

1. *Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value, low-impact visitors.*

Russell Country's 2007 calendar year lodging tax revenues were split as follows:

- 18% January through March
- 24% April through June
- 35% July through September
- 23% October through December

We feel our greatest opportunity for increasing revenues lies in our 2nd and 4th calendar quarters and promotions will be geared to those seasons and to activities that could be done in Russell Country in those seasons.

2. *Attract visitors by communicating an image that positions Russell Country as a vacation destination.*

Our positioning strategies are:

- highlighting our historic and cultural sites
- building on our Lewis & Clark legacy
- illustrating our access to outdoor recreation, nature and adventure
- leveraging our authentic Montana lifestyle and sense of place

3. *Expand our marketing potential by participating in joint ventures with other Montana tourism organizations and businesses.*

By pursuing joint ventures and other partnership opportunities, Russell Country will establish and maintain strong ties to Travel Montana's programs and direction, as well as other Montana tourism organizations. The Great Falls CVB and Russell Country will continue the partnership marketing begun in FY04. We will continue to explore new opportunities for partnerships in an effort to strengthen promotional efforts for our communities that border other tourism regions.

4. *Grow the visitor experience and opportunities by building relationships with the agriculture industry, adding to and building on our Agri-tourism presence.*

Many segments of our target market are looking for safe, family vacations that return them to an unhurried, more grounded experience. Helping to expose rural events and lifestyles of our region's farms and ranches to this market will increase visitor numbers and provide a supplemental income for agricultural operations. Russell Country will continue to explore partnerships with agricultural organizations and work closely with rural community promotion groups.

5. *Russell Country will continue to target our market as precisely as possible, with focus on the geo-tourism market, assuring that our limited funding is spent to reach an audience that requests travel information, is qualified by likelihood of coming to the region, and has the discretionary income to spend significant dollars during the visit.*

Russell Country's consumer marketing plan will target those shown by research or past results to have propensity to travel to Montana, particularly to experience the kind of vacation Russell Country offers.

6. *Continue our successful FAM trips and travel show attendance.*

Our FAM trips have produced significant results in the form of print editorial, online editorial, television and radio editorial and inquiries. We will continue to have a presence at travel shows and we will partner with both the public and private sector to stretch our budget for this project.

7. Seek ways to promote our Native American tourism potential.

We will work to identify opportunities to promote the cultures of our tribes and the tourism activities they offer.

4. How this plan supports the 5-year statewide tourism strategic plan

Russell Country's FY09 Marketing Plan supports Montana's 2008-2012 Five-Year Strategic Plan and the Montana Tourism Charter. Each application form included with this plan refers to the specific strategic plan items addressed by that project. Multiple projects this year support each of the following strategic plan items:

2008-2012 Statewide Strategic Plan Goals and Objectives:

Goal 1 – Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

1.1 Implement highly targeted consumer advertising and promotion campaigns based on strategic marketing plans, and track/report results.

1.3 Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.

Goal 4 – Enhance and preserve Montana's culture and history.

4.1 Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

Goal 5 – Support appropriate tourism business growth, including new tourism products and services, for target customer markets.

5.1 Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets.

Goal 10 – Build an effective "team" to implement the Strategic Plan, and report results.

10.2 Create public/private/tribal partnerships for cooperative project implementation.

5. Measurable Objectives:

1. Increase lodging tax collections statewide by at least 6% per year until 2012. Russell Country lodging tax collections increased by 12% in calendar year 2007 and 10% in calendar year 2006.
2. Build nonresident visitation by 15% in off-peak seasons by 2012. We are conducting a spring campaign beginning April 21, 2008 and, after analyzing those results, we will plan our future off-peak season campaigns.
3. Increase visitor sessions to our website by 15% and increase average visit length by 30 seconds. We continue to see strong growth in our web activity and this marketing plan will continue web based projects to help us achieve our 15% goal.

4. Coordinate a minimum of 3 group FAM trips with each participant generating at least one article in the 12 months following the trip. We fully understand that publicity takes time to achieve.
5. Increase Russell Country's presence at trade shows by attracting one additional exhibit partner to share costs for each show attended. We began a tiered level of participation to promote this public/private partnership effort in 2008 and will refine and continue it in FY09.
6. Maintain 75% of our travel planner advertisers from our 2008 planner.
7. Achieve a 3:1 ratio for using our travel planner CD at travel shows, i.e., for each 3 paper planners handed out, hand out a CD.

6. Target Geographic Markets:

According to research and inquiries, our primary geographic target markets include the following states and provinces: California, Washington, Idaho, Oregon, Colorado, Utah, Minnesota, North Dakota, Illinois, Wisconsin, Michigan, Florida, South Dakota, Arizona, Texas, Wyoming, Alberta and Saskatchewan. We will reach our target markets through regional and national circulation in publications identified in our warm season magazine efforts as well as through geotargeted web marketing, editorial content received from publicity efforts, FAM trips and visits to our website.

7. Target Demographic Markets:

We will target the following demographic markets: wildlife and bird watchers, anglers, adventure travelers, scenic drivers, cultural & heritage travelers, hunters, geo/eco tourists, winter recreationists, RVers and campers, geologic and scientific travelers, golfers, education travelers, Elderhostel groups, guest ranch visitors, snowbirds, geocachers, dinosaur buffs and train buffs.

To reach some of our niche markets we will continue our bird watching promotional efforts, including reprinting our highly successful birding trail brochure. We will continue promoting travel along the dinosaur trail and our 6 locations along that trail. We will continue to expand niche market information on our website and in our printed travel planner and CD. Our website blog addresses many of the niche markets and we will continue blogging. Some markets will be addressed by purchasing search terms.

8. Marketing Methods:

Cooperative Marketing – This program will be continued, helping Russell Country communities with the co-op funding of tourism marketing projects. We will also work to produce public relations value from awarding co-op funds by providing press releases to local media upon completion of the project. While not a specific highlighted goal for Russell Country, this will help build awareness about tourism benefits and tourism and recreation partner initiatives. (Part of Goal 2.1)

Consumer Advertising –For our magazine campaign, we will continue to use available research and agency direction to grow and maintain Russell Country's position as a vacation destination by featuring our assets and strengths. We will do a fall campaign targeted to Canada using TV, newspaper and online media in an effort to build our shoulder season traffic.

Internet Advertising and Website Updates – After analyzing results of our FY08 internet advertising we will choose vehicles that worked best and plan our FY09 campaign. FY08 internet advertising included purchasing geotargeted search terms, placing banner ads and sending electronic newsletters. As seasons and events in Russell Country change, we will update our website. We will also continue our blog on the website. Our goal is to have visitors return to our site frequently and spend more time navigating the

various pages. Periodic updates and new content will give web users a reason to visit the site again and again. We will also continue search engine optimization.

Electronic Newsletters – Russell Country’s auto guestbook on our website asks visitors to request a travel planner and/or sign up for our electronic newsletter. We will continue to build our email list and, via the electronic newsletter, market events and seasonal activities, along with activities identified in our target demographics.

Publications-Print and CD –We will produce and distribute our annual magazine-style Russell Country travel planner. Editorial content, photos and paid advertising will serve to promote our warm season activities, niche activities listed in our target demographics, and our winter activities. Our CD is an interactive version of the printed piece, with design changes to accommodate the transfer from a vertical to a horizontal format. We will also reprint our birding trails brochure in an effort to continue to reach the growing market of bird watchers.

Consumer Trade Show Participation – our tourism region will attend consumer travel shows in cooperation with other bed tax funded entities and private sector partners. These shows will be selected based on target geographic markets and also on activities of our target demographics.

FAM trips – Familiarization Trips for writers and electronic media producers have proven to be a valuable, effective tool for promoting Russell Country. Itineraries are developed to showcase the region and enable attendees to obtain sufficient information to write articles or produce segments about their trip to Russell Country. Themes of the trips will mirror activities listed in our target demographics.

10% Decrease:

Affected Projects if budget is decreased:

1. Administration would be decreased accordingly to comply with our 20% limit.
2. Cooperative Marketing funds could be reduced if not already committed.
3. Opportunity Marketing budget could be decreased.
4. Joint Venture funds could be decreased.

Funds Reserved for Future Years’ Projects: None.

RUSSELL COUNTRY

FY09 Budget

Project Description/Category	Project Budget	Total Budget
Marketing Support		\$64,090
Administration (no more than 20%)	54,806	
Cooperative Marketing	6,000	
Opportunity Marketing	1,784	
TAC Meetings	1,500	
Joint Ventures		2,000
Superhost Funding	1,000	
Other Joint Ventures	1,000	
Consumer Advertising		92,684
Warm Season		
--Magazine Media	25,000	
--Magazine Creative	5,000	
Trade Show Participation	8,000	
CD of Travel Planner	3,000	
Fall Campaign-Canada (Lethbridge/MHat)		
--TV, Newspaper, Online Media	45,684	
-- Media Creative	6,000	
Internet Advertising		40,500
Web Site Updates	13,000	
Internet Marketing-Media & Creative	25,000	
Email Newsletters	2,500	
Publicity		8,000
FAM Trip Participation	8,000	
Publications		73,756
Travel Planner		
Production/Photo Fees	50,250	
Printing	56,813	
Distribution	4,000	
Less Advertising Income	(44,063)	
Birding Brochure		
Printing/Production	5,756	
Distribution	1,000	
Telemarketing/Fulfillment		22,500
Postage	16,500	
Toll-free Phone	1,500	
Fulfillment/Bulk Contractor	2,500	
Printing Envelopes (9x12)	2,000	
TOTAL BUDGET REQUESTED		\$303,530

FY2009 budget based on preliminary revenue projections at 95% for a subtotal of \$274,030, plus \$29,500 in uncommitted FY08 funds for a total of \$303,530.

ORGANIZATION NAME: Russell Country

APPLICATION COMPLETED BY: Gayle Fisher

PROJECT NAME: FY09 Warm Season Consumer Magazine Advertising

Approval Requested

X Final-Production

X Prelim-Media

Need for the project:

Russell Country is seeking preliminary approval for our warm season consumer magazine advertising campaign. In the last two years we have chosen to reduce our budget for this project and we have increased other marketing projects, particularly our internet marketing. For FY09 we will partner on our magazine media placement whenever possible and we will seek out partnership opportunities to stretch our limited dollars. Our magazine ads will be redesigned in FY09 with emphasis on more targeted ad themes. Last year we were able to design one themed ad highlighting our birding trails and to date, this has proven to be very successful. All of our print ads carry our toll free number and our web address.

Our ad placement in FY09 will be in magazines that have performed well in the past years and we will also strive to target our audiences better. We will seek to have higher quality inquiries as a result of more targeted creative and placement. Montana's 2008-2012 5-year Strategic Plan will be a guideline for our target audience and we will encourage Travel Montana to make better use of joint venture placement opportunities, with emphasis on Canada, given the current strength of Canada's dollar. Editorial calendars will be studied to find magazines that will be publishing editorial related to Russell Country's vacation product (e.g., history and heritage travel, western-style vacations, paleontology, birding, outdoor recreation). We will also review results of the FY08 campaign prior to developing the FY09 media plan. A request will be made for final placement approval once the Russell Country board approves the media plan.

We anticipate partnering with the Great Falls CVB on as much of our media placement as possible. Many travelers visiting Russell Country also visit Great Falls on their trip. Strategically coordinated placement will assure that funds from both bed tax funded entities will be spent more efficiently.

Objectives in Marketing Plan that support this project:

- Increase lodging tax collections statewide by at least 6% per year until 2012.
- Build nonresident visitation by 15% in off-peak seasons by 2012.
- Increase visitor sessions to our website by 15%.

Portions of Marketing Plan supporting this project:

Goal #1 – Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value, low-impact visitors.

Goal #2 – Attract visitors by communicating an image that positions Russell Country as a vacation destination.

Goal #3 – Expand our marketing potential by participating in joint ventures with other Montana tourism organizations and businesses.

Goal #5 – Continue to target our market as precisely as possible, with focus on the geo-tourism market.

This project supports the following Strategic Plan Goals:

Goal #1 – Increase four-season tourism revenues through effective marketing and promotions focusing on high-value, low-impact visitors.

Goal #1.3 – Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.

Goal #4.1 – Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

Goal #5.1 – Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets.

Goal #9.2 – Foster opportunities to pool public and private marketing dollars.

Goal #10.2 – Create public/private/tribal partnerships for cooperative project implementation.

Detail pages attached: Yes

PROJECT BUDGET:**FY09 WARM SEASON CONSUMER MAGAZINE ADVERTISING**

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
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Professional Services:			
Account Management	\$ 500.00		\$ 500.00
Layout/Design	\$ 1,600.00		\$ 1,600.00
Art Production	\$ 1,500.00		\$ 1,500.00
Copywriting/Editing/Proofing	\$ 600.00		\$ 600.00
Production/Planning/Supervision	\$ 300.00		\$ 300.00
Film/Separations/Output	\$ 400.00		\$ 400.00
Freight/Fax/Phone	\$ 100.00		\$ 100.00
Marketing/Advertising:			
Media Placement	\$25,000.00		\$25,000.00
PROJECT TOTAL	\$30,000.00		\$30,000.00

ORGANIZATION NAME: Russell Country

APPLICATION COMPLETED BY: Gayle Fisher

PROJECT NAME: FY09 Consumer Trade Shows

Approval Requested

☐ Final

☒ Preliminary

Need for the project:

Russell Country will continue to attend consumer trade shows in partnership with other tourism partners, both public and private. Personal contact with potential travelers has been a highly effective method of getting information out about Russell Country's vacation product. Booth space fees and associated exhibit fees will be shared equally with our partners. Travel expenses for one Russell Country representative to attend the show will be paid by Russell Country. Partners will pay travel costs for their representative(s) to attend.

Shows attended during FY08 were the Minnesota Travel Show in Minneapolis with our booth positioned adjacent to Custer Country; Bay Area Travel Show in partnership with the Yogo Inn, Triple J Guest Ranch and Mills Wilderness Outfitters; Portland Sportsmen's Show in partnership with the BW Heritage Inn, TownHouse Inns, and the Yogo Inn (Missouri River Country also attended this show although we were unable to be located adjacent); and the Calgary Outdoor Travel Show in partnership with TownHouse Inns.

Our consumer show attendance is evaluated by total attendance at the show and by the quantity of material we give out to interested travelers. Shows are selected based on our target markets and demographics.

We are seeking preliminary approval for this project. Prior to making any commitments to purchase booth space at any show for FY09, a detailed budget request will be submitted.

Objective in Marketing Plan that support this project:

- Increase lodging tax collections statewide by at least 6% per year until 2012.
- Build nonresident visitation by 15% in off-peak seasons by 2012.
- Increase Russell Country's presence at trade shows by attracting one additional exhibit partner to share costs for each show attended.
- Achieve a 3:1 ratio for using our travel planner CD at travel shows, i.e., for each 3 paper planner handed out, hand out one CD.

Portions of Marketing Plan supporting this project:

Goal #1 – Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value, low-impact visitors.

Goal #2 – Attract visitors by communicating an image that positions Russell Country as a vacation destination.

Goal #3 – Expand our marketing potential by participating in joint ventures with other Montana tourism organizations and businesses.

Goal #5 – Continue to target our market as precisely as possible, with focus on the geo-tourism market.

Goal #6 – Continue our successful FAM trips and travel show attendance.

This project supports the following Strategic Plan Goal(s):

Goal #1 – Increase four-season tourism revenues through effective marketing and promotions focusing on high-value, low-impact visitors.

Goal #1.3 – Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.

Goal #4.1 – Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

Goal #5.1 – Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets.

Goal #9.2 – Foster opportunities to pool public and private marketing dollars.

Goal #10.2 – Create public/private/tribal partnerships for cooperative project implementation.

Detail pages attached: Yes

PROJECT BUDGET:

FY09 CONSUMER TRADE SHOWS

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
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Trade Show Expenses			
Booth space, carpet, electricity	\$4,100.00		\$4,100.00
Air Transportation	\$1,400.00		\$1,400.00
Lodging, Per Diem, Misc. Expenses	\$2,500.00		\$2,500.00
(miscellaneous expenses would include items such as shipping charges and delivery charges)			
 PROJECT TOTAL	 \$8,000.00		 \$8,000.00

ORGANIZATION NAME: Russell Country

APPLICATION COMPLETED BY: Gayle Fisher

PROJECT NAME: FY09 CD of Travel Planner

Approval Requested

☒ Final

☐ Preliminary

Need for the project:

We will have our 2009 Russell Country Travel Planner put on a CD (approximately 185 megabytes). The CD will be interactive and will use flash technology, drop-down menus and scrolling capabilities. We will have a minimum of 2,000 copies of the CD replicated. Our travel planner files will be modified from vertical to horizontal to display better on a computer monitor. The CDs will have a 4-color silk-screened label which will be similar to the cover of our travel planner. The CDs will be sleeved in clear vinyl.

The CDs will be used primarily at consumer travel shows which will reduce our shipping costs, and they will also be used in our press kits. Our website will feature an option for visitors to order a CD. This will be on the same page as our automatic guestbook where visitors order the print version of our travel planner.

Objectives in Marketing Plan that support this project:

- Increase lodging tax collections statewide by at least 6% per year until 2012.
- Build nonresident visitation by 15% in off-peak seasons by 2012.
- Achieve a 3:1 ratio for using our travel planner CD at travel shows, i.e., for each 3 paper planners handed out, hand out a CD.

Portions of Marketing Plan supporting this project:

Goal #1 – Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value, low-impact visitors.

Goal #2 – Attract visitors by communicating an image that positions Russell Country as a vacation destination.

This project supports the following Strategic Plan Goal(s):

Goal #1 – Increase four-season tourism revenues through effective marketing and promotions focusing on high-value, low-impact visitors.

Goal #4.1 – Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

Detail Pages Attached: Yes

PROJECT BUDGET:

FY09 CD OF TRAVEL PLANNER

PROJECT COSTS	STATE TOURISM FUNDS	OTHER	TOTAL
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Professional Services

Modifiy print files for CD	\$1,050.00		\$1,050.00
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CDs-purchase, replication, sleeve	1,855.00		1,855.00
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Miscellaneous (shipping/postage)	95.00		95.00
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PROJECT TOTAL	\$3,000.00		\$3,000.00
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ORGANIZATION NAME: Russell Country

APPLICATION COMPLETED BY: Gayle Fisher

PROJECT NAME: FY09 Fall Campaign-Canada

Approval Requested

☐ Final

☒ Preliminary

Need for the project:

Based on the strong Canadian dollar, Russell Country will focus this campaign on southern Alberta targeting Lethbridge and Medicine Hat. Media placement will include TV, newspaper and online. Individual media will be flighted for four weeks of active placement across an 8-week total campaign window. We will place media late summer/early fall and the creative theme will be aimed at fall travelers. We will have new creative for our newspaper and web banner ads and our TV spots will use existing footage.

All media will feature our toll free phone and our web address. For our FY08 spring campaign we posted vacation packages and specials on our website and, if this effort proves successful, we will do the same for this FY09 fall campaign. After evaluating our spring campaign targeted to Canada, we will submit final placement details.

Objectives in Marketing Plan that support this project:

- Increase lodging tax collections statewide by at least 6% per year until 2012.
- Build nonresident visitation by 15% in off-peak seasons by 2012.
- Increase visitor sessions to our website by 15%.

Portions of Marketing Plan supporting this project:

Goal #1 – Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value, low-impact visitors.

Goal #2 – Attract visitors by communicating an image that positions Russell Country as a vacation destination.

Goal #5 – Continue to target our market as precisely as possible, with focus on the geo-tourism market.

This project supports the following Strategic Plan Goals:

Goal #1 – Increase four-season tourism revenues through effective marketing and promotions focusing on high-value, low-impact visitors.

Goal #4.1 – Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

Detail pages attached: Yes

PROJECT BUDGET:**FY09 Fall Campaign-Canada**

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
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Professional Services:			
TV Ad Production			
Account Management	\$ 120.00		\$ 120.00
Art Production	180.00		180.00
Copywriting/Editing/Proofing	500.00		500.00
Production Planning	1,000.00		1,000.00
Broadcast Supervision	470.00		470.00
Broadcast Assistance	130.00		130.00
Audio Production/Announcer	400.00		400.00
Dubs	185.00		185.00
Edit	900.00		900.00
Phone/Fax	40.00		40.00
Shipping/FedEx	75.00		75.00
Newspaper Ad Creative			
Account Management	\$ 120.00		\$ 120.00
Layout/Design	600.00		600.00
Art Production	200.00		200.00
Copywriting/Editing/Proofing	300.00		300.00
Production/Planning/Supervision	100.00		100.00
Film/Seps/Output/Scans	50.00		50.00
Freight/Fax/Phone	30.00		30.00
Web Banner Ad Creative			
Account Management	\$ 100.00		\$ 100.00
Layout/Design	300.00		300.00
Art Production	150.00		150.00
Production/Planning/Supervision	50.00		50.00
Creative Total	\$ 6,000.00		\$6,000.00
Media Placement	\$45,684.00		\$45,684.00
PROJECT TOTAL	\$51,684.00		\$51,684.00

ORGANIZATION NAME: Russell Country

APPLICATION COMPLETED BY: Gayle Fisher

PROJECT NAME: FY09 Website Updates

Approval Requested

☒ Final

☐ Preliminary

Need for the Project:

Russell Country will update our website as needed, continuing to collect comments and suggestions for ease of use from our web visitors as they complete our automatic guestbook form. New material will be posted on our site and photos will be updated. Our webmaster will continue to optimize our site to be more attractive to non-paid search engines by making sure we have key words in our site's content. All of Russell Country's marketing features our web address so an effective website is critical to our success.

In FY08 we added our new birding trail information including a printable version of the brochure. We also increased maps on our site for our trails and scenic byways. Another addition to our website was a blog and we will continue this in FY09. Two ski videos from winter recreation areas in Russell Country (produced by Travel Montana) were also posted on the photo/video portion of our site. A vacation packages button was also put on our home page to tie in with our spring Canada campaign.

Objectives in Marketing Plan that support this project:

- Increase lodging tax collections statewide by at least 6% per year until 2012.
- Build nonresident visitation by 15% in off-peak seasons by 2012.
- Increase visitor sessions to our website by 15%.

Portions of Marketing Plan supporting this project:

Goal #1 – Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value, low-impact visitors.

Goal #2 – Attract visitors by communicating an image that positions Russell Country as a vacation destination.

Goal #3 – Expand our marketing potential by participating in joint ventures with other Montana tourism organizations and businesses.

Goal #5 – Continue to target our market as precisely as possible, with focus on the geo-tourism market.

This project supports the following Strategic Plan Goal(s):

Goal #1 – Increase four-season tourism revenues through effective marketing and promotions focusing on high-value, low-impact visitors.

Goal #1.3 – Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.

Goal #4.1 – Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

Detail pages attached: Yes

PROJECT BUDGET:

WEB SITE UPDATES FY09

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
<hr/>			
Professional Services:			
Account Management	\$ 500.00		\$ 500.00
Production Planning/Supervision	\$ 1,000.00		\$ 1,000.00
Copywriting/Editing/Proofing	\$ 2,600.00		\$ 2,600.00
Site Design/Site Production/Supervision	\$ 8,700.00		\$ 8,700.00
Film Separations/Scans	\$ 200.00		\$ 200.00
 PROJECT TOTAL	 \$13,000.00		 \$13,000.00

ORGANIZATION NAME: Russell Country

APPLICATION COMPLETED BY: Gayle Fisher

PROJECT NAME: FY09 Internet Marketing

Approval Requested

☒ Final-Production

☒ Prelim-Placmnt

Need for the Project:

Russell Country will place banner ads, purchase search terms and purchase content in targeted, opt-in email newsletters. The ability to track results on our internet marketing, combined with the ability to be highly targeted, makes this project an excellent fit for our goals.

In FY08 we used a variety of web media options including three of the web co-ops offered by Travel Montana. We hope to partner on our web media in the future if offerings are a good fit for Russell Country's vacation product and for our target markets. Our FY08 campaign is not complete and we will analyze results from this placement before we submit details for final approval.

Objectives in Marketing Plan that support this project:

- Increase lodging tax collections statewide by at least 6% per year until 2012.
- Build nonresident visitation by 15% in off-peak seasons by 2012.

Portions of Marketing Plan supporting this project:

Goal #1 – Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value, low-impact visitors.

Goal #2 – Attract visitors by communicating an image that positions Russell Country as a vacation destination.

Goal #3 – Expand our marketing potential by participating in joint ventures with other Montana tourism organizations and businesses.

Goal #5 – Continue to target our market as precisely as possible, with focus on the geo-tourism market.

This project supports the following Strategic Plan Goal(s):

Goal #1 – Increase four-season tourism revenues through effective marketing and promotions focusing on high-value, low-impact visitors.

Goal #1.3 – Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.

strategies to ensure that promotion messages are consistent with public land uses and available facilities.

Goal #4.1 – Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

Detail pages attached: Yes

PROJECT BUDGET:**FY09 INTERNET MARKETING**

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
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Professional Services:

Account Management	\$ 500.00		\$ 500.00
Production Planning/Supervision	\$ 500.00		\$ 500.00
Art Production	\$1,800.00		\$ 1,800.00
Copywriting/Editing/Proofing	\$1,000.00		\$ 1,000.00
Layout/Design	\$1,200.00		\$ 1,200.00

Media Placement:

Media Placement	\$20,000.00		\$ 20,000.00
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PROJECT TOTAL	\$25,000.00		\$ 25,000.00
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ORGANIZATION NAME: Russell Country

PROJECT NAME: FY09 Email Newsletters

APPLICATION COMPLETED BY: Gayle Fisher

Approval Requested

☒ Final

☐ Preliminary

Need for the project:

Russell Country will send out a regularly scheduled e-newsletter to those who sign up, or opt in, on our website's automatic guestbook. The newsletters will be sent a minimum of six times a year. A template will be designed with a masthead and columns and spaces for articles and photos. Content will be organized for easy reading and we will use trackable links for readers to view more information about a topic. We will use a subcontractor to manage the email list (such as Constant Contact).

Statistics show that email newsletters deliver a high ROI, a quicker response time than most media and with WebTrends tracking we will be able to track click-throughs to our website each time a newsletter is sent.

Objectives in Marketing Plan that support this project:

- Increase lodging tax collections statewide by at least 6% per year until 2012.
- Build nonresident visitation by 15% in off-peak seasons by 2012.
- Increase visitor sessions to our website by 15%.

Portions of Marketing Plan supporting this project:

Goal #1 – Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value, low-impact visitors.

Goal #2 – Attract visitors by communicating an image that positions Russell Country as a vacation destination.

Goal #5 – Continue to target our market as precisely as possible, with focus on the geo-tourism market.

This project supports the following Strategic Plan Goal(s):

Goal #1 – Increase four-season tourism revenues through effective marketing and promotions focusing on high-value, low-impact visitors.

Goal #4.1 – Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

Detail pages attached

YES

PROJECT BUDGET:

FY09 EMAIL NEWSLETTERS

PROJECT COSTS	TOURISM FUNDS	OTHER FUNDS	TOTAL
Professional Services			
Account Management	\$ 200.00		\$ 200.00
Design/Layout	\$ 2,000.00		\$ 2,000.00
Subcontractor for mailing	\$ 300.00		\$ 300.00
Project Total	\$2,500.00		\$ 2,500.00

ORGANIZATION NAME: Russell Country

APPLICATION COMPLETED BY: Gayle Fisher

PROJECT NAME: FY09 FAM Trip Participation

Approval Requested

____ Final

 X Preliminary

Need for the project:

With our FAM Trip project, we will invite travel writers and media representatives to Russell Country and provide them with information and experiences for travel articles. Past FAM trips have been very successful in generating publicity for the region. Russell Country will plan a minimum of three group FAMs in FY09 and we will continue to work with individual publicity requests. Our FAM trips are in cooperation with Travel Montana's publicity office. Evaluation of each FAM trip is done by tracking the value of articles published or airtime received. Travel Montana uses a clipping service to track stories published about Montana and we ask FAM participants to send us copies directly. A few of our recent successes include:

Publication	Date	Article	Size
Horizon Air	Apr 2008	Hands of Harvest	8.5 pages – color photos including a full cover image
American Road Magazine	Spr 2008	Old Forts Trail	8 pages – color photos including cover image
Montana Living	Spr 2008	Hands of Harvest Hit the Cultural Trail	1 1/3 pgs – color
Montana Living	Spr 2008	Buffalo Runners First Peoples Buffalo Jump State Park	1 ½ pgs – color
True West	Mar 2007	Whiskey Running' Whoop Up Trail	2 1/3 pgs – color
Big Sky Journal	Winter 2007	Late Season Pain Pheasant Hunting	5 pages – color

Objectives in Marketing Plan that support this project:

- Increase lodging tax collections statewide by at least 6% per year until 2012.
- Build nonresident visitation by 15% in off-peak seasons by 2012.
- Coordinate a minimum of 3 group FAM trips with each participant generating at least one article in the 12 months following the trip.

Portions of Marketing Plan supporting this project:

Goal #1 – Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value, low-impact visitors.

Goal #2 – Attract visitors by communicating an image that positions Russell Country as a vacation destination.

Goal #5 – Continue to target our market as precisely as possible, with focus on the geo-tourism market.

Goal #6 – Continue our successful FAM trips and travel show attendance.

This project supports the following Strategic Plan Goal(s):

Goal #1 – Increase four-season tourism revenues through effective marketing and promotions focusing on high-value, low-impact visitors.

Goal #1.2.d – Statewide, generate publicity about Montana destinations worth an advertising equivalency of \$14 million annually.

Goal #4.1 – Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

Detail pages attached: Yes

PROJECT BUDGET:

FY09 FAM TRIP PARTICIPATION

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
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Miscellaneous Expenses

Lodging	\$ 3,000.00		\$3,000.00
Transportation	\$ 2,100.00		\$2,100.00
Meals	\$ 2,000.00		\$2,000.00
Miscellaneous	\$ 900.00		\$ 900.00

PROJECT TOTAL	\$8,000.00		\$8,000.00
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ORGANIZATION NAME: Russell Country

APPLICATION COMPLETED BY: Gayle Fisher

PROJECT NAME: FY09 Russell Country Travel Planner

Approval Requested

☒ Final

☐ Preliminary

Need for the project:

Russell Country's Travel Planner is our primary response piece mailed to those inquiring about Russell Country. It is distributed widely on Certified Folder Display's brochure racks in Montana. This comprehensive piece features maps, scenic and historic trails, community descriptions, photos, winter activities, a section on Lewis and Clark and a calendar of events. The project is supplemented with advertising. Our goal is to produce a publication that serves the visitor in planning their trip to, and their travels around, Russell Country by providing information about the many events, activities and attractions in the region.

Russell Country board members do a written evaluation of the travel planner each year. The ultimate evaluation is by the consumer. We track the number of travel planners distributed by Certified Folder Display and the number of brochure rack locations. We also receive feedback from advertisers regarding the effectiveness of this piece for their tourism business.

The FY09 budget will allow us to replace all photos, have a new cover designed, a new style throughout the planner, and make editorial changes. We will also add one full sheet (4 additional pages) to the planner.

Objectives in Marketing Plan that support this project:

- Increase lodging tax collections statewide by at least 6% per year until 2012.
- Build nonresident visitation by 15% in off-peak seasons by 2012.
- Maintain 75% of our travel planner advertisers from our 2008 planner.

Portions of Marketing Plan supporting this project:

Goal #1 – Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value, low-impact visitors.

Goal #2 – Attract visitors by communicating an image that positions Russell Country as a vacation destination.

Goal #3 – Expand our marketing potential by participating in joint ventures with other Montana tourism organizations and businesses.

This project supports the following Strategic Plan Goal(s):

Goal #1 – Increase four-season tourism revenues through effective marketing and promotions focusing on high-value, low-impact visitors.

Goal #1.3 – Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.

Goal #4.1 – Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

Detail pages attached: Yes

PROJECT BUDGET:**FY09 RUSSELL COUNTRY TRAVEL PLANNER**

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
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Professional Services			
Account Management	\$ 5,500.00		\$ 5,500.00
Layout/Design	\$23,500.00		\$23,500.00
Production/Planning/Supervision	\$ 2,500.00		\$ 2,500.00
Film/Separations/Output	\$ 2,000.00		\$ 2,000.00
Photo Use Fees	\$16,000.00		\$16,000.00
Freight/Fax/Phone	\$ 750.00		\$ 750.00
Printing	\$56,813.00		\$56,813.00
Distribution	\$ 4,000.00		\$ 4,000.00
Advertising Sales Revenue		44,063.00	(\$44,063.00)
PROJECT TOTAL	\$111,063.00	- \$44,063.00	\$67,000.00

PRINTED MATERIALS:

Publication: FY09 Russell Country Travel Planner

Quantity: 125,000

Color: 4-color process

Paper Stock: 70# white gloss (cover w/UV coating), 60# white gloss (text), saddle stitched

of Pages or Folds: 64 pages, plus cover

Size: 8-1/2" x 10-7/8"

Ad Sales: YES

Percentage: 50% or less

Distribution Plan (areas and method): we contract with Certified Folder Display for space on their information racks in Montana. The planner is also used as our primary fulfillment piece.

ORGANIZATION NAME: Russell Country

APPLICATION COMPLETED BY: Gayle Fisher

PROJECT NAME: FY09 Birding Brochure Reprint

Approval Requested

X Final

____ Preliminary

Need for the project:

Russell Country produced a birding brochure in FY07. It has been well received and has been used as a model for other regional birding brochures. The brochure has been distributed widely by Certified Folder Display in Montana and also on the Washington state ferry system. We have carried out a public relations project touting our brochure and birding trails, and we will do a birding FAM trip the end of May 2008. Our present consumer warm season magazine campaign has print ads in Wild Bird Magazine and Audubon and we have purchased birding related search terms. Our response piece for these marketing projects has been our birding brochure.

When the brochure was first developed and printed, we received incredible collaboration and financial grant assistance from US Fish & Wildlife Service, US Bureau of Reclamation, US Forest Service, US Bureau of Land Management, MT Fish, Wildlife & Parks, and Rocky Boy's Natural Resources Department.

Our brochure supply is running very low and we will reprint the piece with minor copy changes (such as changing the name of Ulm Pishkun State Park to First Peoples Buffalo Jump State Park, phone number changes, etc.). Our reprint will not use any grant funding from our federal and state land partners, however we have developed strong relationships with them from working closely on the existing brochure. We would not have been able to produce and distribute the brochure in the capacity we did without their funding for the initial brochure.

Objectives in Marketing Plan that support this project:

- Increase lodging tax collections statewide by at least 6% per year until 2012.
- Build nonresident visitation by 15% in off-peak seasons by 2012.

Portions of Marketing Plan supporting this project:

Goal #1 – Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value, low-impact visitors.

Goal #2 – Attract visitors by communicating an image that positions Russell Country as a vacation destination.

Goal #5 – Continue to target our market as precisely as possible, with focus on the geo-tourism market.

This project supports the following Strategic Plan Goal(s):

Goal #1 – Increase four-season tourism revenues through effective marketing and promotions focusing on high-value, low-impact visitors.

Goal #1.3 – Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.

Goal #3.2 – Coordinate state, regional, and local tourism marketing efforts with state/federal land management.

Goal #9.3 – Enhance funding for region and CVB marketing efforts.

Detail Pages Attached: Yes

PROJECT BUDGET:**FY09 RUSSELL COUNTRY BIRDING BROCHURE REPRINT**

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
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Professional Services

Account Management	\$ 70.00		\$ 70.00
Art Production	\$ 150.00		\$ 150.00
Production/Planning/Supervision	\$ 180.00		\$ 180.00
Proofing	\$ 30.00		\$ 30.00
Film/Separations/Output	\$ 177.00		\$ 177.00
Printing	\$ 5,149.00		\$ 5,149.00
Distribution	\$ 1,000.00		\$ 1,000.00

PROJECT TOTAL	\$ 6,756.00		\$ 6,756.00
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PRINTED MATERIALS:

Publication: FY09 Russell Country Birding Brochure

Quantity: 30,000

Color: 4-color process

Paper Stock: 80# white recycled gloss book

Size: 24" x 18" trim size, final fold to 4" x 9"

Ad Sales: No

Percentage: N/A

Distribution Plan (areas and method): we will continue our contract with Certified Folder Display for space on their information racks in Montana.

ORGANIZATION NAME: Russell Country

APPLICATION COMPLETED BY: Gayle Fisher

PROJECT NAME: FY09 Telemarketing/Fulfillment

Approval Requested

 X Final

 Preliminary

Need for the project:

This project includes budgets for Toll Free Phone, Bulk Mailing Contractor, Postage and Envelope Printing. The first action step following ad placement is receiving the inquiry. Our toll free phone number is a primary access for many inquirers. When an inquiry is received, our travel planner is mailed to the person inquiring. To accomplish this we use a sheltered workshop contractor to stuff, seal, label, sort, bundle for standard (formerly bulk) mailing, and drop at the post office. In order to get the planner to the person inquiring, we also budget for postage. This project also includes printing 20,000 9"x12" envelopes, printed on one side, one color ink with mail permit information and the Russell Country logo. Our travel planners are inserted into these envelopes prior to mailing.

Tracking of this project will be done by recording the number of requests for the Russell Country Travel Planner.

Objectives in Marketing Plan that support this project:

- This is a supporting project and is difficult to measure separately.

Portions of Marketing Plan supporting this project:

Goal #1 – Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value, low-impact visitors.

Goal #2 – Attract visitors by communicating an image that positions Russell Country as a vacation destination.

This project supports the following Strategic Plan Goal(s):

Goal #1 – Increase four-season tourism revenues through effective marketing and promotions focusing on high-value, low-impact visitors.

Detail pages attached: Yes

PROJECT BUDGET:

FY09 TELEMARKETING/FULFILLMENT

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
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Professional Services

Bulk Contractor	\$ 2,500.00		\$ 2,500.00
Postage	\$16,500.00		\$16,500.00
9"x12" Envelopes	\$ 2,000.00		\$ 2,000.00
Toll-free Phone	\$ 1,500.00		\$ 1,500.00

PROJECT TOTAL	\$22,500.00		\$22,500.00
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PRINTED MATERIALS:

Publication: 9"x 12" Envelopes

Quantity: 20,000

Color: 1-color, one side

Paper Stock: White, gummed flap, no clasp

Size: 9"x 12"

Ad Sales: NO

Percentage: N/A

Distribution Plan (areas and method): These will be used to mail the Russell Country Travel Planner.